ESF 15 Overview and Crisis Communications

FEMA External Affairs

1/15/16

Agenda

- FEMA and National Response Framework Overview
- Emergency Support Function (ESF) 15: External Affairs Overview
  - Interagency Coordination
- Crisis Communications
- ESF 15 Case Study: Typhoon Soudelor response in Saipan

FEMA

FEMA's Mission

FEMA's mission is to **support** our citizens and first responders to ensure that as a nation we **work together** to build, sustain, and improve our capability to **prepare** for, **protect** against, **respond** to, **recover** from, and **mitigate** all hazards.

Mission Execution: *Response*

Plan, manage, coordinate, support and lead federal disaster operations.

- Operations Management
  - Interoperable all-hazards response system
  - Information Exchange
- Field Operations
  - IMAT/USAR
  - Coordinate Other Federal Agency operations
- Disaster Logistics and Support
  - Strategically-located warehouses
  - Prepackaged supplies
  - Mobile Emergency Response Vehicles

Disaster Declaration Process

Incident

FEMA-State/Tribal Preliminary Damage Assessment

State/Tribal Declaration Request

FEMA Recommendation

Presidential Declaration

State must show that the disaster:
-Exceeds state and local capabilities
-Fed assistance is necessary to supplement efforts and available resources
-Governor must have executed the state's emergency management plan

Mission Execution: *Recovery*

Return individuals and communities to normal function with minimal suffering and disruption of services.

- Individual Assistance Program
- Public Assistance Program

Recovery: Individual A

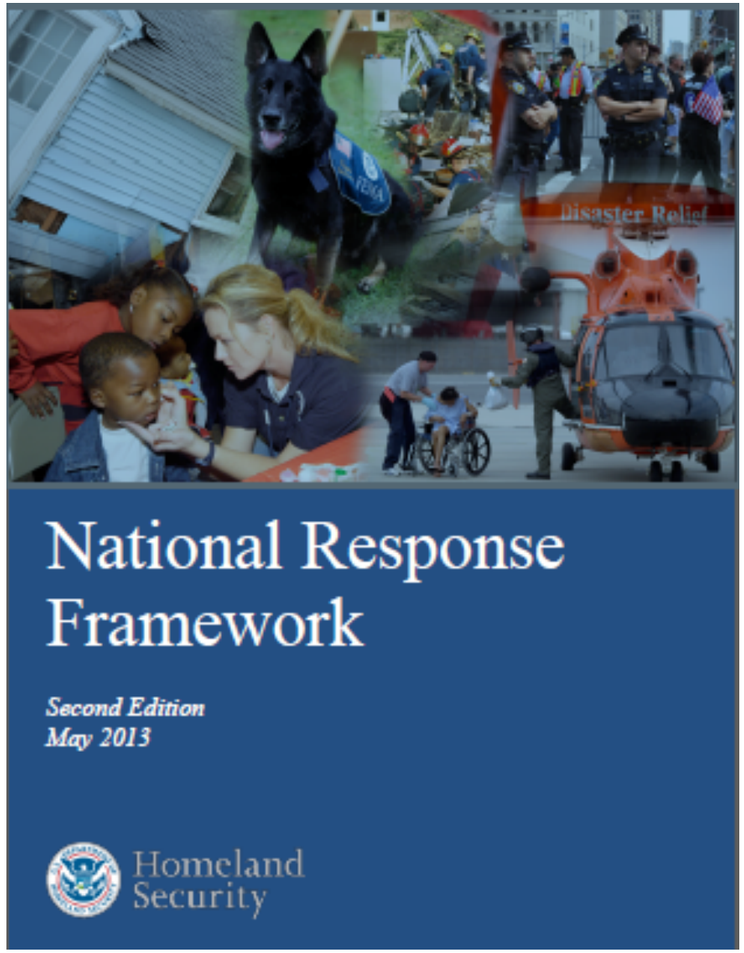
- Temporary housing, home repair, and other needs assistance
- Crisis counseling
- Disaster-related unemployment assistance
- Legal aid

Recovery: Public Assistance

- Federal assistance to State or local governments and eligible non-profit organizations
- Emergency protective measures and debris removal
- Repair, restoration or reconstruction of disaster-damaged public facilities and infrastructure

National Response Framework (NRF)

- A guide to how the Nation response to all types of disasters.
- Scalable, flexible and adaptive concepts.
- Describes principles, roles and responsibilities, and coordinating structures for delivering core capabilities during a response



ESFs – Who Are They?

ESF #1 - Transportation
ESF #2 - Communications
ESF #3 - Public Works and Engineering
ESF #4 - Firefighting
ESF #5 - Emergency Management
ESF #6 - Mass Care, Emergency Assistance, Housing, and Human Services
ESF #7 - Logistics Management and Resource Support
ESF #8 - Public Health and Medical Services
ESF #9 - Search and Rescue
ESF #10 - Oil and Hazardous Materials Response
ESF #11 - Agriculture and Natural Resources
ESF #12 - Energy
ESF #13 - Public Safety and Security
ESF #14 – REMOVED
ESF #15 - External Affairs

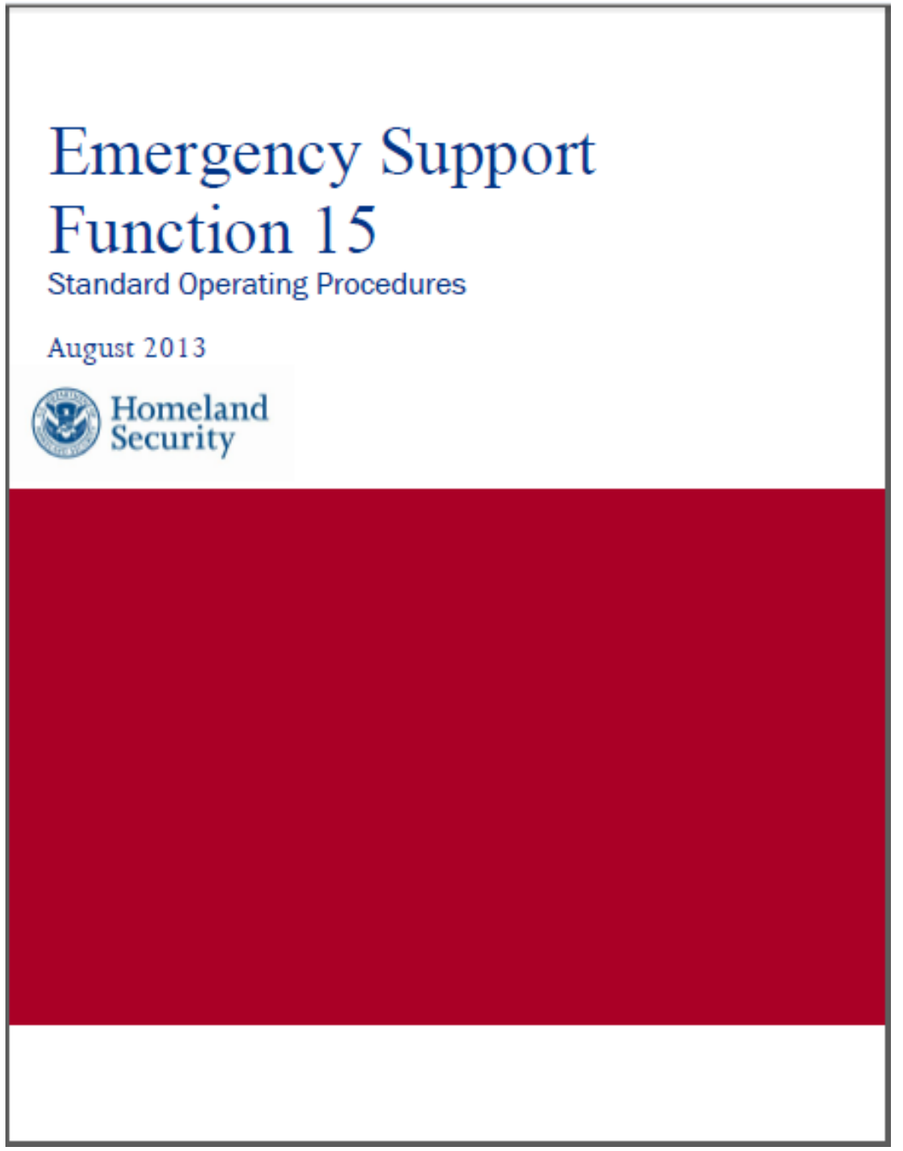
FEMA

ESF 15 Overview

- ESF #15 – External Affairs ensures that sufficient Federal assets are deployed to the field during incidents requiring a coordinated Federal response **to provide accurate, coordinated, timely, and accessible information to affected audiences**, including governments, media, the private sector, and the local populace, including the access and functional needs population.

-National Response Framework (NRF)

- ESF 15 SOP Located on FEMA website at:
- http://www.fema.gov/media-library/assets/documents/34369



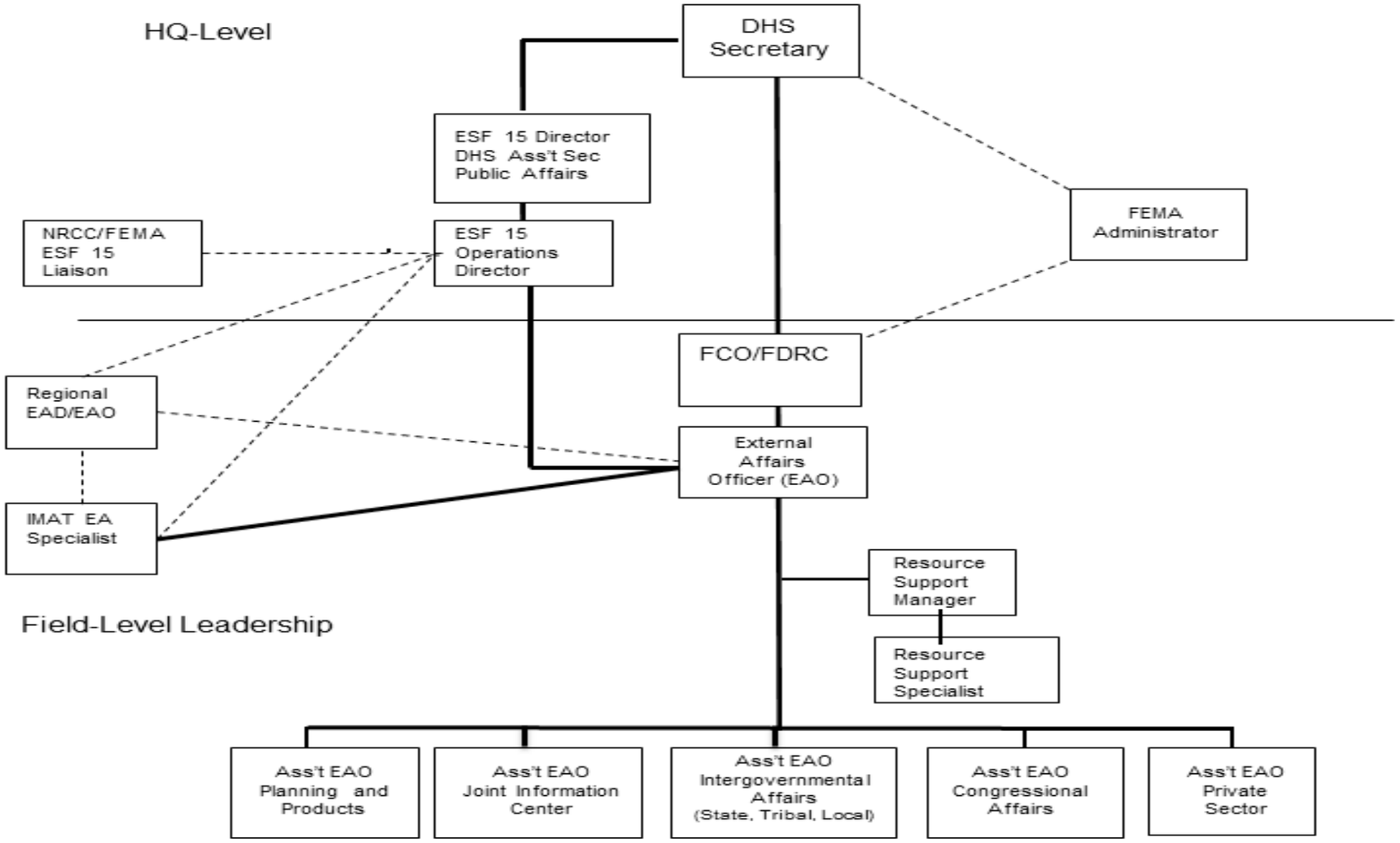
ESF 15 Operational Authority

- Coordinating Agency
  - Department of Homeland Security (DHS)
- Primary Agency
  - Federal Emergency Management Agency (FEMA)
- Supporting Agencies
  - Subject to the nature of the incident, all NRF signatory departments, agencies, and organizations may be part of the external affairs operation.

ESF 15- Scalable and Flexible

- Designed to accommodate a diverse range of responses:
  - Large, multi-agency, all-hazards response
  - Small, single-agency, single-hazards response
- The ESF 15 structure can grow or shrink, depending on the unique requirements of the response

ESF 15 Organization Chart



External Affairs Officer

- Appointed by the ESF 15 Operations Director (FEMA's External Affairs Director for Stafford Act declarations) as the ESF 15 lead in the field
- Manages deployed EA resources
- Establishes strategies with state, local, tribal and territorial counterparts to meet incident objectives
- Oversees ESF 15 functions, ensuring internal coordination and a unity of effort and messaging to engage external stakeholders.

ESF 15 Components

- Joint Information Center
- Congressional Affairs
- Intergovernmental Affairs
- Private Sector
- Planning & Products

Joint Information Center

- Central point for public affairs activities and media access to information regarding the response
- Manages press conferences and briefings
- Manages social media monitoring and outreach
- Conducts media interviews, manages news desk, develops media analysis

Congressional Affairs

- Coordinates the exchange of information between DHS/FEMA, Members of Congress and their staff
- Serves as primary contact for Congressional district offices on disaster response issues. Educates and provides updates to staff
- Responds to Congressional inquiries and casework, tracks issues and trends
- Arranges for Congressional site visits
- Develops Congressional Affairs outreach plan in support of the response Incident Action Plan and the FCO's objectives

Intergovernmental Affairs

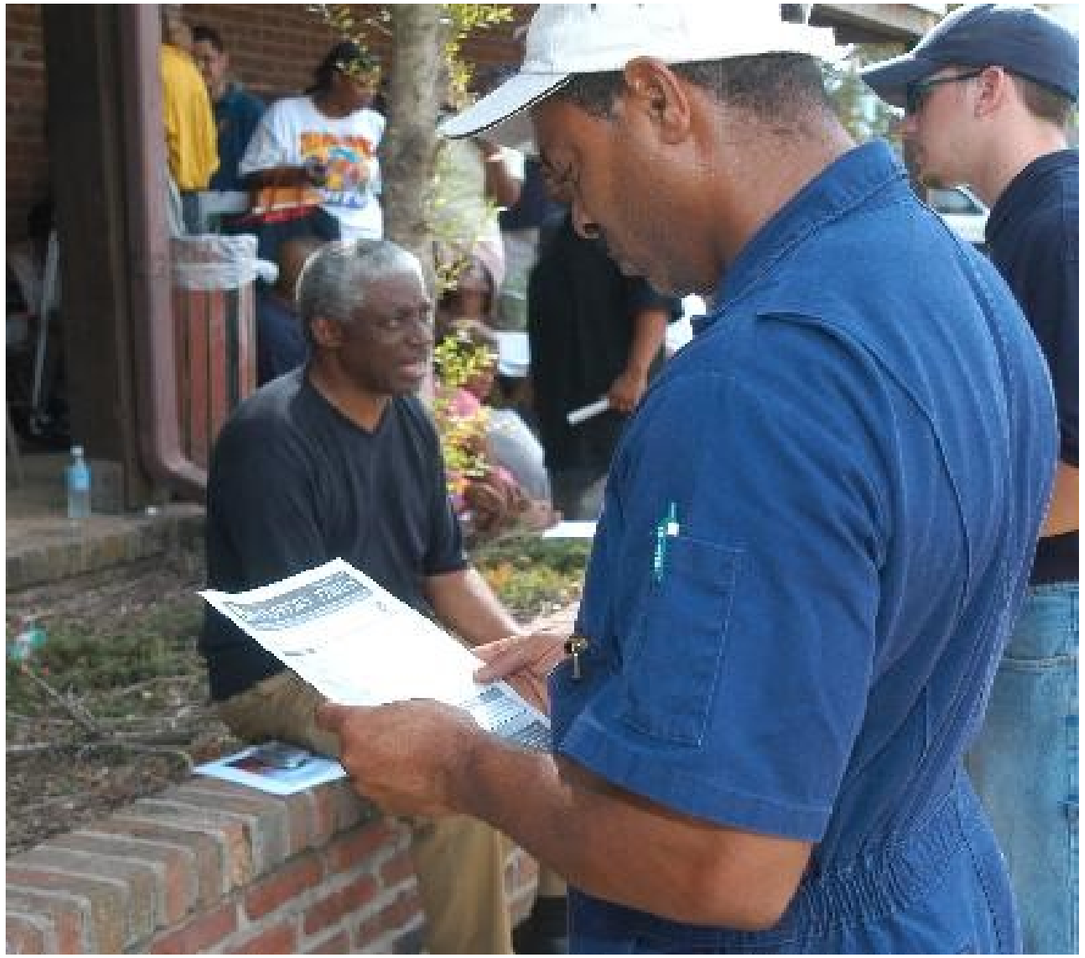
- Establishes effective working relationships with state, tribal territorial and local officials
- Creates and maintains open, two-way lines of communication between these groups and the coordinated Federal response
- Tribal Affairs-acts as conduit to/from the tribe. Serve as advisor and educator to JFO staff on cultural sensitivities and customs.

Private Sector

- Establishes and maintains contact with private-sector networks, major employers, and universities in impacted areas by providing response and recovery information.
- Engages in information-sharing with private sector partners to increase situational awareness through:
  - Situational updates on evacuation routes/PODs;
  - Providing guidance on federal resources available to impacted employees;
  - Sharing information on operational disruptions (USPS, utilities, etc.);
  - Providing instructions on how to volunteer and donate appropriately; and
  - Providing business opportunities to recover by working with the government.

Planning & Products

- Central point for development of internal and external products
- Through unity of effort, centrally develops all strategic messaging to all stakeholders for response
- House program liaisons that provide a coordinated communication link to key program areas



ESF 15 Interagency Coordination Mechanisms

- Staffing:
  - National/Regional Response Coordination Centers
  - National Joint Information Center (in DC)
  - Joint Field Office (at response location)
  - ESF 15 Mission Assignments
    - MAs for EA staff to support messaging on agency operations
    - MAs for EA staff to support general ESF 15 operations (i.e. Combat Camera, JPASE, CAISE)

ESF 15 Interagency Coordination Mechanisms

- Coordination Calls (NICCL, SICCL, PICCL)
- Products
  - ESF 15 Daily Communications Summaries
    - Incident talking points and operational updates; stakeholder outreach; links to related interagency products; joint daily events schedule to de-conflict activities (i.e. congressional briefings, agency press conferences)
  - Battle Rhythm
  - External products on Federal Response Actions

Crisis Communications

At the end of the day, we want to get a message to people in a way that helps them actually take meaningful action during a crisis.

What changes during a crisis?

- Initial information carries most weight
- We simplify information
- We embrace previously held beliefs
- We look to people we trust to verify information
- Risk perception influences our decision-making

What do we do?

- Be first, be right, be credible
- Express Sympathy
- Promote Action
- Show Respect

FEMA

ESF 15 Case Study: Typhoon Soudelor

Typhoon Soudelor: Overview

- Made landfall on the Commonwealth of Northern Mariana Islands (CNMI) on August 1, 2015
- Hundreds of homes destroyed or damaged
- Downed trees and power lines
- No power, water, or waste services
- 9 shelters open with more than 600 people (above capacity)
- Airport open day only; seaport closed

FEMA

Typhoon Soudelor: Overview

- President Obama declared major disaster on August 5.
  - Activated FEMA's Individual Assistance and Public Assistance grant programs
- FEMA mission assigned other federal agencies to support response:
  - U.S. Army Corps of Engineers: power restoration
  - USS Ashland and 31st MEU: generators and water
  - Environmental Protection Agency: SMEs on water quality and HAZMAT
  - Department of Energy: power restoration

FEMA

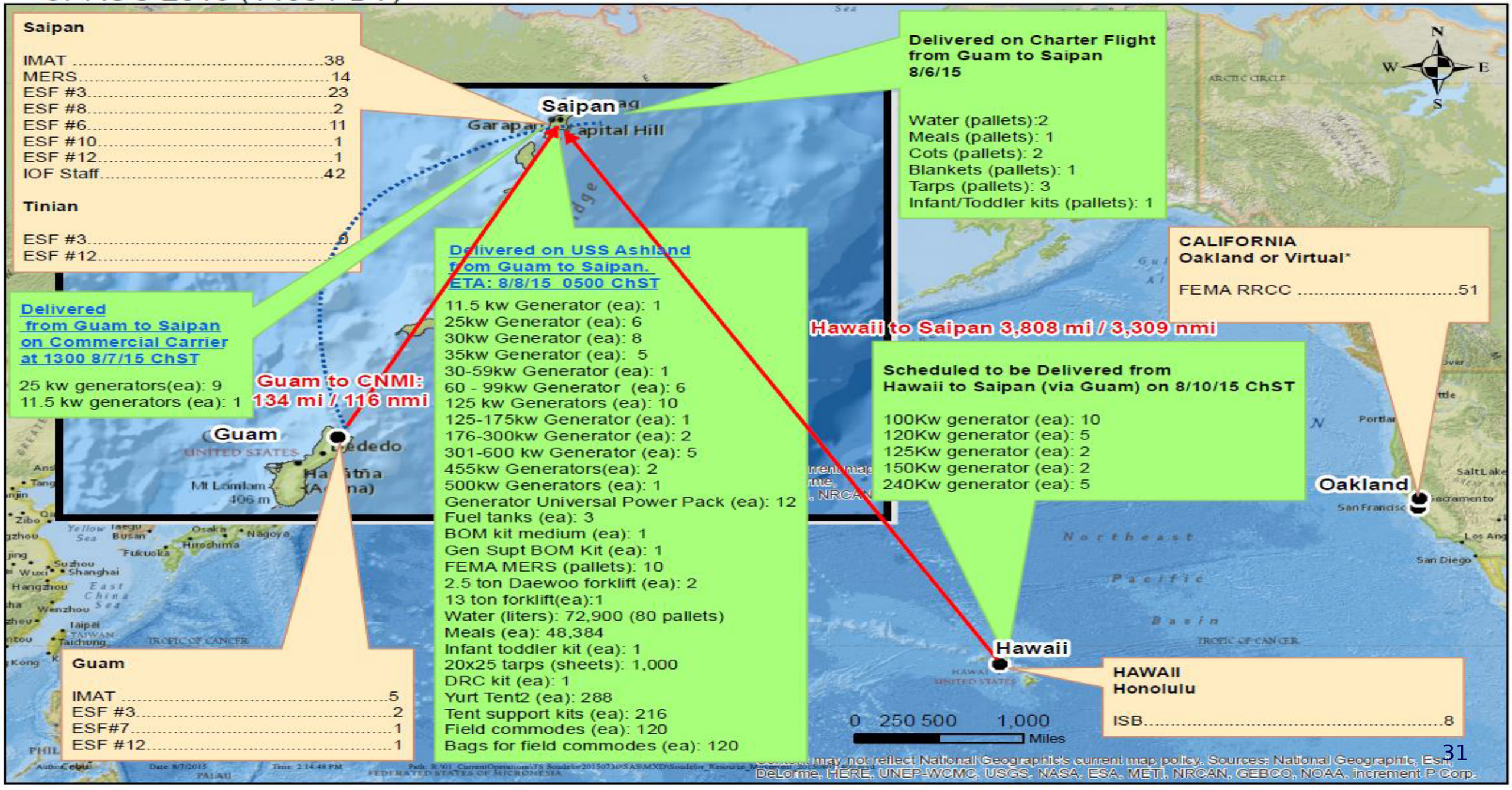
Challenges of Response and Recovery

- Cultural and language differences
- Limited technology and digital connectivity
- Lack of infrastructure
- Time and distance constraints
- Distribution and re-supply capability
- Local needs differ from mainland U.S. requirements and plans

Typhoon Soudelor Force Laydown (Teams and Commodities)

07 AUG 2015 (1400 PDT)

Data Layer / Map Description:
Map Showing Resource Locations for Typhoon Soudelor


Saipan
IMAT 38
MERS 14
ESF #3 23
ESF #8 2
ESF #6 11
ESF #10 1
ESF #12 1
IOF Staff 42
Tinian
ESF #3 0
ESF #12 .....
Delivered from Guam to Saipan on Commercial Carrier at 1300 8/7/15 ChST
25 kw generators(ea): 9
11.5 kw generators (ea): 1
Guam to CNMI: 134 mi / 116 nmi
Guam
UNITED STATES
Mt Lamlam 406 m
Delivered on USS Ashland from Guam to Saipan. ETA: 8/8/15 0500 ChST
11.5 kw Generator (ea): 1
25kw Generator (ea): 6
30kw Generator (ea): 8
35kw Generator (ea): 5
30-59kw Generator (ea): 1
60 - 99kw Generator (ea): 6
125 kw Generators (ea): 10
125-175kw Generator (ea): 1
176-300kw Generator (ea): 2
301-600 kw Generator (ea): 5
455kw Generators(ea): 2
500kw Generators (ea): 1
Generator Universal Power Pack (ea): 12
Fuel tanks (ea): 3
BOM kit medium (ea): 1
Gen Supt BOM Kit (ea): 1
FEMA MERS (pallets): 10
2.5 ton Daewoo forklift (ea): 2
13 ton forklift(ea):1
Water (liters): 72,900 (80 pallets)
Meals (ea): 48,384
Infant toddler kit (ea): 1
20x25 tarps (sheets): 1,000
DRC kit (ea): 1
Yurt Tent2 (ea): 288
Tent support kits (ea): 216
Field commodes (ea): 120
Bags for field commodes (ea): 120
Delivered on Charter Flight from Guam to Saipan 8/6/15
Water (pallets):2
Meals (pallets): 1
Cots (pallets): 2
Blankets (pallets): 1
Tarps (pallets): 3
Infant/Toddler kits (pallets): 1
Hawaii to Saipan 3,808 mi / 3,309 nmi
Scheduled to be Delivered from Hawaii to Saipan (via Guam) on 8/10/15 ChST
100Kw generator (ea): 10
120Kw generator (ea): 5
125Kw generator (ea): 2
150Kw generator (ea): 2
240Kw generator (ea): 5
CALIFORNIA
Oakland or Virtual*
FEMA RRCC 51
Oakland
Hawaii
HAWAII
Honolulu
ISB 8
Guam
IMAT 5
ESF #3 2
ESF#7 1
ESF #12 1
0 250 500 1,000
Miles
may not reflect National Geographic's current map policy. Sources: National Geographic, Esri, DeLorme, HERE, UNEP-WCMC, USGS, NASA, ESA, METI, NRCAN, GEBCO, NOAA, increment P Corp.

FEMA
090315

ESF 15 External Affairs Staffing

- Local Partners:
  - CNMI JIC Staff
  - Guam JIC Staff (providing SME experience to Saipan)
- FEMA EA Staff: EAO, P&P, Congressional Affairs, JIC, Private Sector Staff
- OFA Partners:
  - 31st MEU PAO
  - Commander, Naval Forces Marianas PAO
  - SBA, USACE, and ARC Reps

External Affairs Priorities and Challenges

- Messaging Priorities
  - Life-saving/life-sustaining information (sheltering, water, mold/HAZMAT)
  - Rumor Control
  - Accurate, timely information on available resources (ARC, USMC, local agencies)
  - Messages accessible to whole community
- Challenges
  - Limited media outlets
  - Lack of preliminary damage assessments, unsure of hardest hit demographics
  - Combating rumors

Leveraging Partnerships

- Media
  - Radio-access to community, Q&A
  - Hosts became partners to shut down rumors and manage expectations
- Local government
  - Outreach to Carolinian population
- Private Sector
  - Bank workarounds to get funding to eligible minors

Social Media Outreach

- CNMI JIC Facebook Page—developed for response. Managed by CNMI PIOs, co-located with FEMA EA to collaborate quickly on hot issues.
  - Interactive platform: respond to concerns from the public (Housing inspector example)
  - Great way to distribute informational flyers
  - Disseminate emergency shelter information for continuing severe weather

FEMA